



Prénatal

www.prenatal.com

Industry

Retail

Challenges

- Enabling faster changes to online content
- Personalizing content for a better online experience
- Monetizing content to create additional revenues

Solution

- Web experience management
- Rich, online customer engagement

Prénatal is using Web Experience Management from Adobe to automatically deliver relevant, personalized online content to mothers throughout Europe and helping to monetize the company's online content assets.

Results

- Optimized online content by geography, interests, and other demographic metrics
- Provided social collaboration tools to enhance the communal experience
- Enhanced brand consistency
- Streamlined roll out of new content and marketing initiatives

Systems at a glance

- Adobe Digital Enterprise Platform
- Adobe Customer Experience Solution:
- Web Experience Management

Prénatal

Online resource for mothers and mothers-to-be uses Web Experience Management from Adobe to improve e-commerce and marketability of its content

Planned motherhood

Prénatal is the number one online destination in Europe for information, social exchange, support, and products for mothers and mothers-to-be (MTB). Prénatal's strategy is to exceed customer expectations and create an online community that allows its customers to share their experiences with others in an intuitive, comfortable, and friendly environment. Prénatal's community-oriented e-commerce site is the focal point of a multi-channel strategy delivering world-class customer experience across the web, mobile, e-mail, and print channels.

Prénatal's Web 1.0 presence—without e-commerce and social collaboration capabilities—was managed by an external interactive agency. Prénatal didn't have the flexibility to add, remove, and change any content independently.

A result of Prénatal's implementation of its new multi-channel strategy is Prénatal's new Web 2.0 presence (e.g. www.prenatal.it) based on the Adobe Customer Experience Solution: Web Experience Management (WEM) as the heart of an application solution integrated with a best-of-breed e-commerce engine.

This new solution enables Prénatal to have an evolving world-class e-commerce website and have an extensible and scalable platform that will meet evolving business requirements with a focus on marketing agility.

"Our aim was to find a platform with the capability to integrate into an e-commerce engine where CMS was at the heart of the solution. Web Experience Management from Adobe has proved to be ideal in enabling Prénatal to implement its multi-channel, multi-country strategy," says Chris Wilson, international group eCommerce director at Prénatal.

Marketing agility

The new solution provides Prénatal with an authoring environment based on templates and components accommodating different content types including text, images, lists, SWF files, product and service descriptions, and promotions. Prénatal's eBusiness department and authors with appropriate authoring privileges are now empowered to independently create and manage entire sites, different page types, flexibly create page structures, and populate them with a wide selection of content and product components.

Easy web publishing

Besides authoring content, Prénatal's eBusiness department now independently publishes new or updated pages or deletes content without the intervention of an interactive agency, a system integrator, or Prénatal's IT department. Users with adequate permissions can set up workflows to support and monitor the process of publishing new or updated content for one or more countries.

Multi-site management

Prénatal will manage many localized countries—currently four—using WEM as a single system. Global and local content in different languages is managed using the Multi-Site Manager, integrated with an external DAM solution that enforces the international consistency and avoids update anomalies of Prénatal's global content.

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Chris Wilson
eCommerce director, International
Group, Prénatal

Content targeting

Consumers, mothers, or mothers-to-be (MTB), get their own personalized content according to their user profiles. The customer can experience the website following three main streams: themes, needs, and time period. Every piece of content can be reached through different paths, ensuring a complete, deep, and involving experience. For example, if an MTB is in her 13th week of pregnancy she will get the appropriate content referred to that week—that means product information, help, and support articles or social content.

Social collaboration

Social collaboration in the form of blogs, forums, chats, product ratings, and comments supports Prénatal's desire to cultivate a true intimacy with its customers. Customers can interact with other customers and share their experiences, allowing Prénatal to help its customers and to observe and learn from them about their needs, their questions, and their experience with Prénatal's products and services.

Seamless integration with an e-commerce engine

An essential aspect of the solution was to drive out the complexity of the IT infrastructure encompassing a CMS system and an e-commerce engine with a level of abstraction implemented with an intuitive and simple, easy-to-learn user interface powered by WEM from Adobe. The result is amazing. Prénatal's eBusiness personnel, with little training, gained the confidence that autonomously they can add, change, and remove any content from any of Prénatal's websites without having to worry about the complexity of the underlying IT content and e-commerce infrastructure.

Scalable CMS infrastructure

Prénatal started with a basic WEM infrastructure that fulfills its current performance and high-availability requirements. As its business grows, Prénatal will have the option to scale up the on-premise infrastructure or to extend it to the cloud.

For more information

www.adobe.com/customer-experience/enterprise-platform



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